

# Milwaukee County War Memorial, Inc.

Corporate Offices located at 750 N. Lincoln Memorial Drive  
Milwaukee, Wisconsin 53202

*"To Honor the Dead by Serving the Living"*



War Memorial Center



Milwaukee Art Museum



Marcus Center for the  
Performing Arts



Charles Allis  
Art Museum



Villa Terrace  
Decorative Arts Museum

May 20, 2010

William H. Lynch, Chairman  
Lakefront Development Advisory Commission  
312 East Wisconsin Avenue, Suite 210  
Milwaukee, WI 53202

Dear Mr. Lynch,

Renovations to the War Memorial North entrance and parking lot were approved as part of the 2010 Milwaukee County Capital budget. The design work on this project is in advanced development. We have been striving to accomplish all goals set by the War Memorial Design Review Committee and the intent of the project as approved by County Executive Walker and the County Board in the 2010 budget.

A respectful entrance has been designed that will properly honor our veterans and active military. Rather than entering through the existing service entry, visitors will experience a very welcoming formal entrance. This entrance will be a visible aesthetic enhancement to not only War Memorial and general lakefront visitors, but to anyone traveling south on Lincoln Memorial Drive.

The War Memorial parking lot capacity has been well short of our needs since the loss of our South Lot due to the construction of the Calatrava Wing of the Milwaukee Art Museum. The parking lot to the North was added at the time of construction yielding 100 spaces less than what we had. It is common to have cars parked on service drives and grass areas adjacent to the lot. Our current design not only adds 88 parking spaces and a much needed drop off area but we have done so in an environmentally friendly way while utilizing minimal additional surface. Renovation to the parking lot includes two rain gardens that will filter parking lot run-off before it reaches the lake. We are also proposing planting 70 trees that will reduce the "heat island effect" of the paved surfaces and will also provide more pleasing aesthetics to the lakefront than we currently have. New site lighting will take advantage of LED technology that will reduce energy use while focusing the light only where it is needed.

The War Memorial Center is a successful Milwaukee County facility that relies heavily on revenues generated by facility use and parking. We believe this project will help us continue our success for years to come. We are requesting the opportunity to present

Phone: (414) 273-5533 Fax: (414) 273-2455  
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*"To Honor the Dead by Serving the Living"*



our plans to the Lakefront Development Advisory Commission for review and feedback at your earliest convenience. Thank you for your consideration.

War Memorial Center Sincerely,



Milwaukee Art Museum

George J. Gaspar  
Chairman  
Milwaukee County War Memorial Board of Trustees  
Memorial Center

David J. Drent  
Executive Director  
Milwaukee County War



Marcus Center for the  
Performing Arts

Cc: County Executive Scott Walker, Milwaukee County  
Chairman Lee Holloway, Milwaukee County Board of Supervisors  
Supervisor Gerry Broderick, Chairman  
Milwaukee County Committee on Parks, Energy and Environment



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WAR MEMORIAL CENTER

**SITE INFORMATION**

15 FEBRUARY 2010

**Paving Information:**

- Existing:
  - Approximately 130,00SF (3 acres) of paved area
- New:
  - 157,000 SF (3.6 acres) of paved area
    - 27,000SF new paved area (0.6 acres).
    - 9,700SF (0.22 acres) of the new paved area is on the northeast portion of the site.

**Parking Information:**

- Existing:
  - Parking Capacity: 287 marked spaces, plus 20 vehicles we observed parking in unmarked paved area at northeast portion of site. (This does not account for vehicles parking on grass areas)
- New:
  - Parking Capacity: 375(88 new) marked spaces

**Planting and Landscape Information:**

- Existing:
  - 16 damaged or poor-health trees to be removed from small islands and concrete planters
- New:
  - Approximately 70 new trees planted in larger islands that will allow for healthier growth, larger root area, and protection from vehicular traffic.
  - Adding Approximately 225SF of new rain garden area

333 E. Chicago St.  
Milwaukee, WI 53202  
414 271 5350 : main  
414 271 7794 : fax

222 W. Washington Ave.  
Suite 650  
Madison, WI 53703  
608 442 5350 : main  
608 442 6680 : fax



Milwaukee County War Memorial Proposed North Entrance and Parking Renovations





EXISTING STALL COUNT:  
287 STALLS

Approximately 100 cars parked on the lawn



Existing Site Conditions



EXISTING STALL COUNT:  
287 STALLS

Cars parking on unpaved surfaces may cause muddy ruts, thus adding to the suspended solids washed into the Lake



Existing Site Conditions



STALL COUNT:  
375 STALLS

HATCH LEGEND	
	AREAS DISTURBED BY CONSTRUCTION AND SPECIFICALLY CALLED OUT ON THE LANDSCAPE PLANS TO BE RESTORED WITH 4" TOPSOIL, 2" MULCH, 2" FERTILIZER, AND MULCH (TYP). IMPORT TOPSOIL, IF NEEDED.
	NEW ASPHALT/CONCRETE PARKING AREAS SEE DETAIL.
	NEW 12" HIGH-SIDE CURB & GUTTER SEE DETAIL.

**eua**  
epstein urban : architects  
1111 East Wisconsin Street  
Milwaukee, WI 53204  
414.331.0000  
www.eua.com

PROJECT INFORMATION  
**WAR MEMORIAL -  
PARKING EXPANSION**  
MILWAUKEE, WI

REVISIONS AND REVISIONS  
**PROGRESS SET**

REVISIONS  
# DATE DESCRIPTION

KEY PLAN

**KA**  
KAPUR & ASSOCIATES, INC.  
CONSULTING ENGINEERS  
www.kapurengineers.com

SHEET INFORMATION  
**PROGRESS DOCUMENTS**  
These documents are prepared for the project and are not to be used for any other purpose. They are not to be used for any other purpose. They are not to be used for any other purpose.  
PROJECT MANAGER: [Name]  
PROJECT NUMBER: [Number]  
DATE: [Date]

SITE PLAN

**C102**







eggsen urban : architects  
1000 N. 10th St., Suite 200  
Milwaukee, WI 53233  
Tel: 414.224.1100  
Fax: 414.224.1101  
www.eggsen.com

WAR MEMORIAL -  
PARKING EXPANSION  
MILWAUKEE, WI

PROGRESS SET

REVISIONS  
REV. DATE REVISION

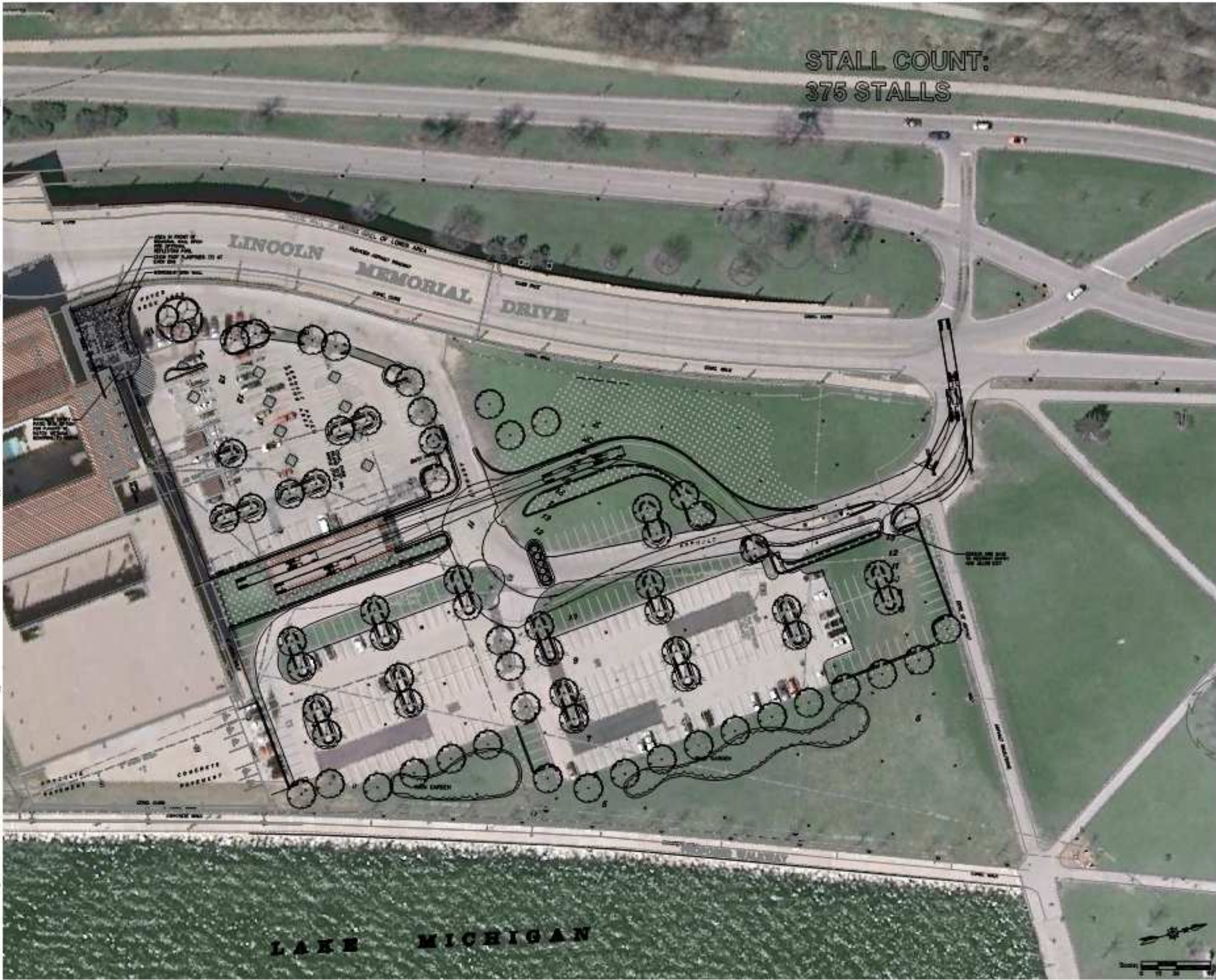
FIGURE



PROGRESS DOCUMENTS  
PROJECT NAME  
PROJECT NUMBER  
PROJECT LOCATION  
PROJECT DATE

SITE PLAN

C102







Existing View to the South



New View to the South





Existing View to Southwest



View to Southwest





Existing View to West  
(Trash Compactor  
Enclosure)



Plaza View to West



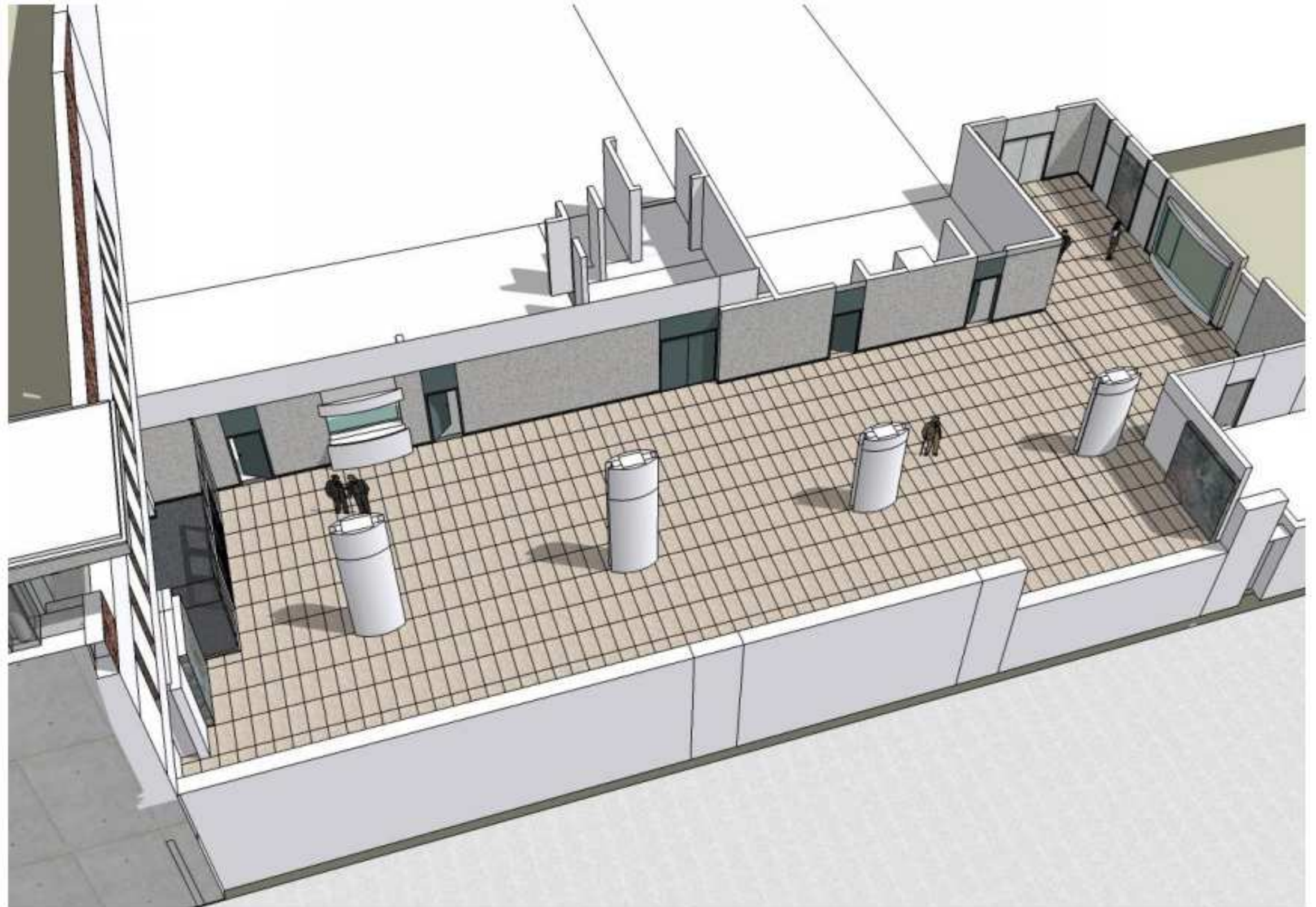
Memorial Lobby Interior View to North Entrance





Memorial Lobby Interior View to North Plaza



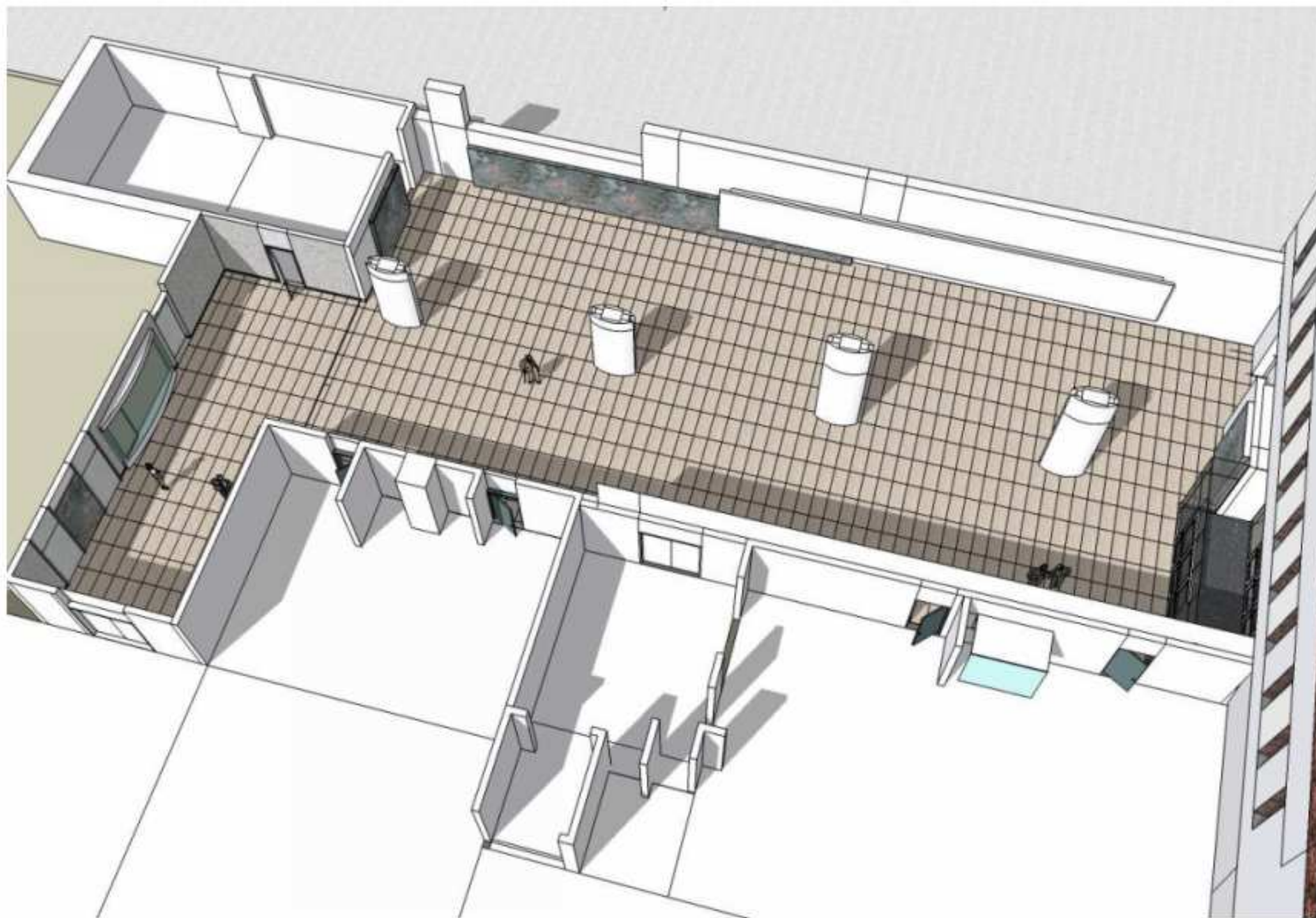


Memorial Lobby Interior View

Milwaukee County War Memorial Proposed North Entrance and Parking Renovations



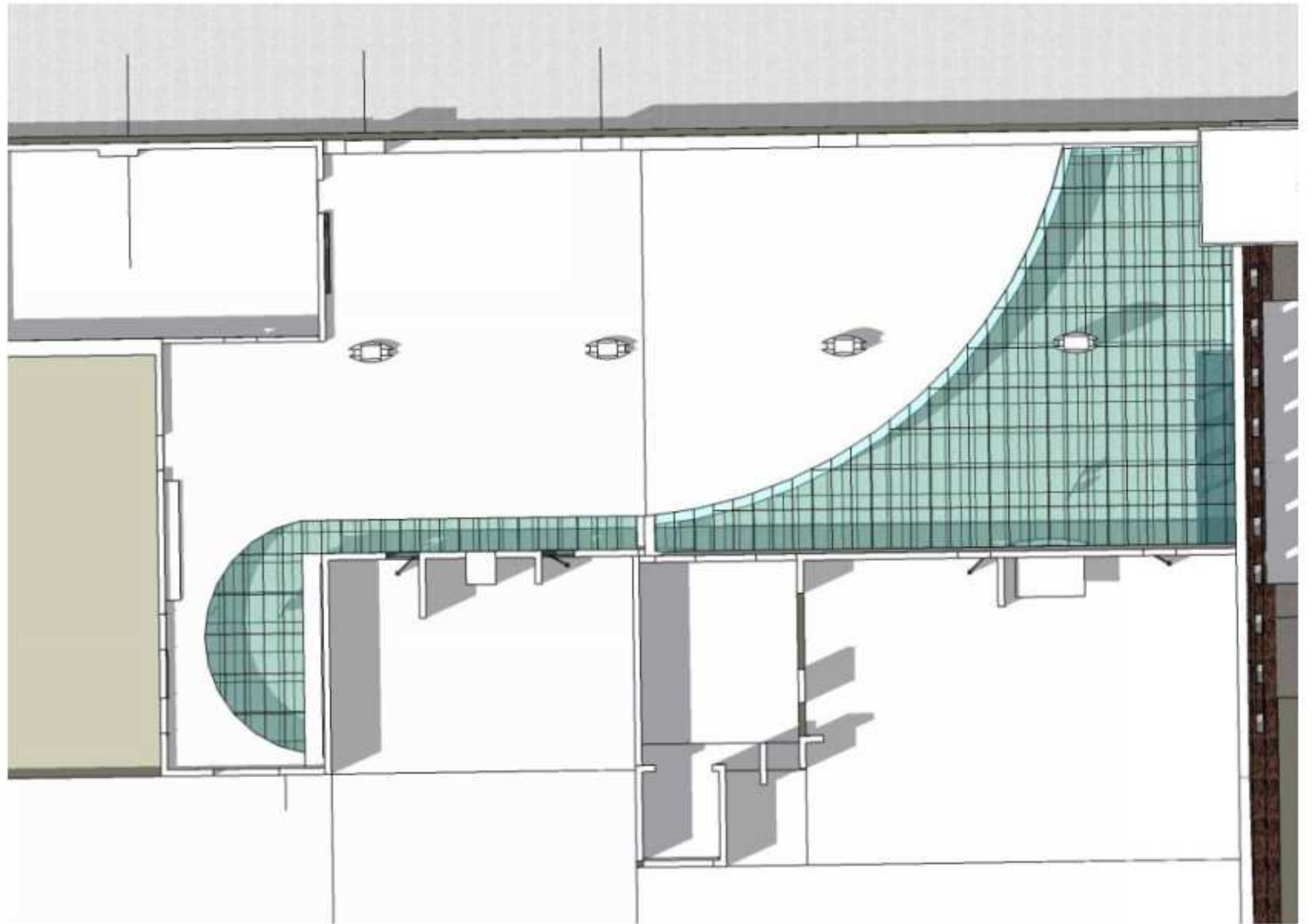




Memorial Lobby Interior View

Milwaukee County War Memorial Proposed North Entrance and Parking Renovations





Memorial Reflected Ceiling Plan

Milwaukee County War Memorial Proposed North Entrance and Parking Renovations





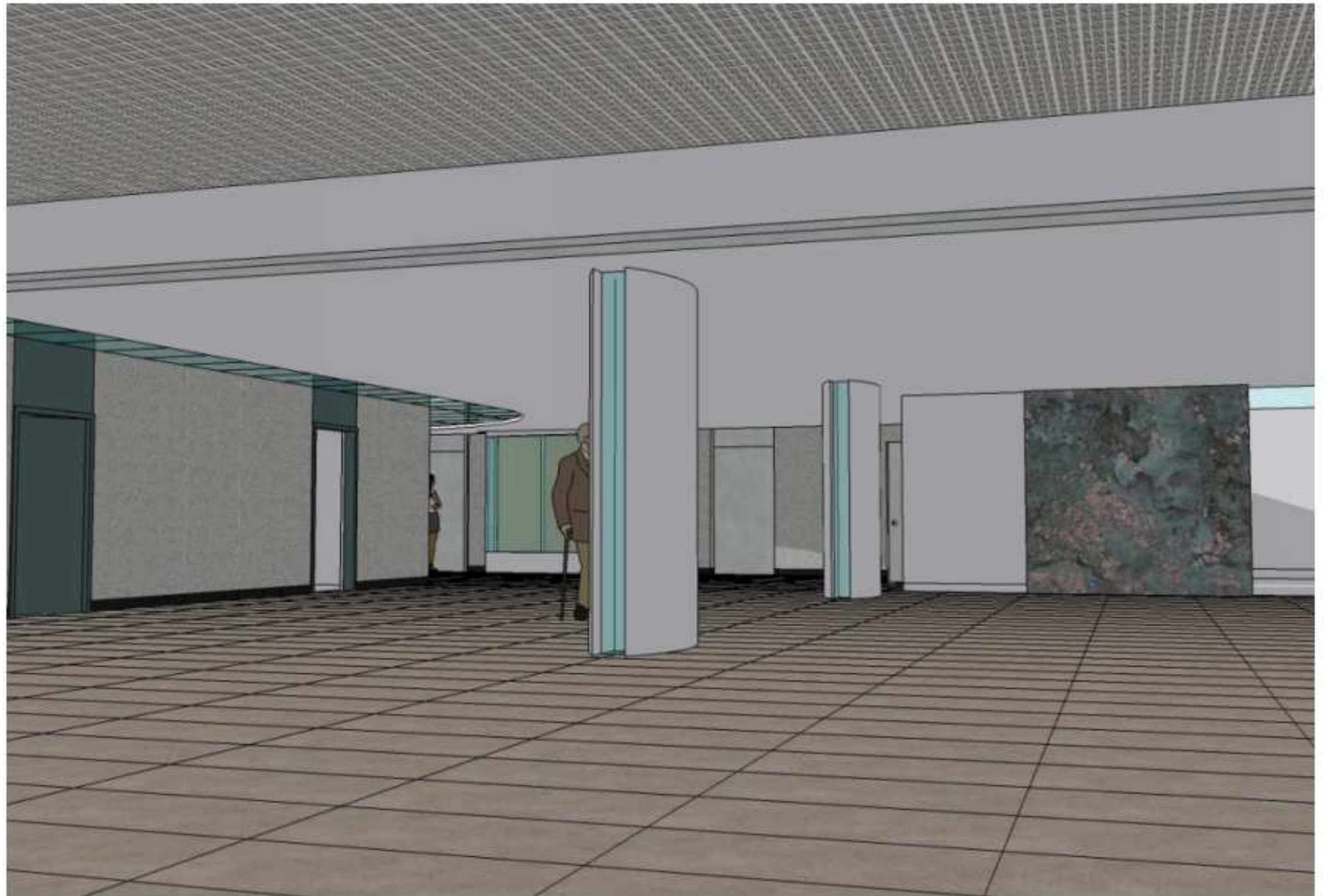


Existing View to South



Memorial Lobby Interior—View to South





Memorial Lobby Interior View to South





Existing Elevator Lobby



Memorial Lobby Interior View at Elevator Lobby